LISTING OF CLAIMS

1.   (Withdrawn) A method for executing a transaction related to an item or a service using a telephone, the method comprising:

providing information identifying the item or the service and providing a query as to a transaction to be performed, the transaction being related to the identified item or service; and

sending to a server system a request to execute the transaction related to the identified item or service in response to a user answer;

whereby the transaction is executed without the user performing a single action on a computer interface.

2.   (Withdrawn) The method of claim 1, wherein the step of providing information identifying the item or service comprises selectively identifying a category of items and services.

3.   (Withdrawn) The method of claim 2, wherein the step of selectively identifying a category of items and services comprises selectively identifying an attribute of the category of items and services.

4.   (Withdrawn) The method of claim 1, wherein the transaction performed is a purchase.

5.   (Withdrawn) The method of claim 1, wherein the transaction performed is a bid.

6.   (Withdrawn) The method of claim 1, further comprising selectively providing an advertisement related to the identified item or service during the execution of the transaction.

7.   (Withdrawn) The method of claim 6, wherein the step of selectively providing an advertisement comprises providing an advertisement on an item or service which is different from the identified item or service.

8.   (Withdrawn) The method of claim 7, further comprising providing a query associated with the advertised item or service as to a transaction to be performed.

9.   (Currently Amended)   A voice-controlled transaction service adapted to process transactions on mobile devices over the Internet, the service comprising:

a mobile device speech user interface configured to allow mobile device users to browse one or more items or services for sale over the Internet and to obtain pricing information relating to said one or more items or services using said mobiles devices, wherein said mobile device speech interface further comprises an interface for ordering said one or more items or services using said mobile devices; and

at least one database coupled to the mobile device speech user interface, the mobile device speech user interface coordinating voice communications with a user, the voice communications including item or service information and transactions associated with the item or service, the at least one database storing item and service information;

an advertising subsystem configured to selectively provide the user interface with advertisements targeted to particular mobile device users based on selection criteria on information about the user, wherein the advertising subsystem is configured for setting advertisement selection criteria based on each of user demographics, location demographics, content of an item or service currently said particular mobile device user is currently browsing, and lack of advertisement repetition; and

wherein the advertising subsystem is further configured for querying said database for a list of possible advertisements based on said selection criteria, resulting in potential advertisements;

wherein the advertising subsystem is further configured for ordering potential advertisements based on:

whether said potential advertisements have been delivered a target minimum number of times; and

whether a desired delivery rate has been achieved for said potential advertisements;

wherein the advertising subsystem is further configured for delivering advertisements via said mobile device user interface based on said ordering; and

whereby transactions are executed without the user pressing a button, clicking a mouse, or any other manual input to a computing device.

10.   (Original) The service of claim 9, further comprising a network interface coupled to the at least one database, the network interface being configured to access the item and service information over the Internet, process requests related to the item and service information, and carry out transactions involving the identified item or service.

11.   (Original) The service of claim 10, further comprising a fusion engine configured to compare information obtained from at least one web site and

selectively establish canonical data files corresponding to information gathered from multiple web sites.

12.   (Original) The service of claim 9, further comprising a customer manager configured to record user information associated with user preferences and user behavior related to the service.

13.   (Original) The service of claim 12, wherein the customer manager is configured to provide user information to the user interface such that the user interface may personalize the service for particular users.

14.   (Cancelled).

15.   (Cancelled).

16.   (Original)   The service of claim 9, further comprising an existant subsystem coupled to the at least one database, the existant subsystem being configured to manage all information into and out of the at least one database.

17.   (Currently Amended) A service for providing access to Internet-based information and execution of Internet-based transactions where the user

communicates with the service using voice over a <u>mobile</u> telephone, the service comprising:

means for providing information identifying an item or a service and providing a query as to a transaction to be performed which is related to the identified item or service;

means for selectively providing the user interface with advertisements targeted to particular users based <u>on selection criteria</u> ~~on information about the user; and~~,

<u>means for setting advertisement selection criteria based on each of user demographics, location demographics, content of an item or service currently said particular mobile device user is currently browsing, and lack of advertisement repetition; and</u>

<u>means for querying said database for a list of possible advertisements based on said selection criteria, resulting in potential advertisements;</u>

<u>means for ordering potential advertisements based on whether said potential advertisements have been delivered a target minimum number of times and whether a desired delivery rate has been achieved for said potential advertisements;</u>

<u>means for playing advertisements via said user interface; and</u>

means for sending to a server system a request to execute the transaction related to the identified item or service in response to a user answer to the provided question.

18.   (Original) The service of claim 17, further comprising means for retrieving information identifying an item or a service from a database.

19.   (Original)   The service of claim 18, wherein the means for retrieving information identifying an item or a service from a database comprises means for retrieving information from the Internet.

20.   (Currently Amended) A computer program product comprising computer readable program code for execution a transaction related to an item or a service using a communication device, the program code in the computer program product comprising:

 first computer readable program code for providing information identifying the item or the service;

 second computer readable program code for providing a query as to a transaction to be performed related to the identified item or service; ~~and~~

 third computer readable program code for selectively providing the user interface with advertisements targeted to particular users based <u>on selection criteria</u> ~~on information about the user; and~~, <u>wherein the advertising subsystem is configured for setting advertisement selection criteria based on each of user demographics, location demographics, content of an item or service currently</u>

said particular mobile device user is currently browsing, and lack of advertisement repetition; and

wherein the advertising subsystem is further configured for querying said database for a list of possible advertisements based on said selection criteria, resulting in potential advertisements;

wherein the advertising subsystem is further configured for ordering potential advertisements based on:

whether said potential advertisements have been delivered a target minimum number of times; and

whether a desired delivery rate has been achieved for said potential advertisements;

wherein the advertising subsystem is further configured for delivering advertisements via said mobile device user interface based on said ordering; and

fourth computer readable program code for sending to a server system a request to execute the transaction related to the identified item or service in response to the user response to the query, whereby the transaction is executed without the user performing a manual action.

21.   (Previously Presented)   The computer program product of claim 20, further comprising fifth computer program code for gathering information from the Internet.

22. (Previously Presented) The computer program product of claim 20, further comprising a sixth computer program code for performing comparisons between a plurality of transactions in order to chose an optimal transaction.

23. (New) A voice-controlled transaction service adapted to process transactions on mobile devices over the Internet, the service comprising:

  a mobile device speech user interface configured to allow mobile device users to browse one or more items or services for sale over the Internet and to obtain pricing information relating to said one or more items or services using said mobiles devices, wherein said mobile device speech interface further comprises an interface for ordering said one or more items or services using said mobile devices;

  an advertiser user interface configured to allow advertisers to enter advertising contracts with said transaction service, wherein said contract comprises advertisement campaign details includes length of contract, campaign starting date, required amount of days advertisements must be delivered, and required number of advertisements that must be delivered;

  at least one database coupled to the mobile device speech user interface configured storing information relating to one or more items or services, wherein the mobile device speech user interface is configured for coordinating voice communications with users, the voice communications including providing information relating to one or more items or services and carrying out transactions associated with the item or service;

an advertising subsystem configured to selectively provide the user interface with advertisements targeted to particular mobile device users based on selection criteria, wherein the advertising subsystem is configured for setting advertisement selection criteria based on each of user demographics, location demographics, content of an item or service that said particular mobile device user is currently browsing, and lack of advertisement repetition; and

wherein the advertising subsystem is further configured for querying said database for a list of possible advertisements based on said selection criteria, resulting in deliverable advertisements;

wherein the advertising subsystem is further configured for ordering potential advertisements based on an ordering ratio consisting of:

a numerator consisting of a percentage of days that a deliverable advertisement has been delivered to the required amount of days advertisements must be delivered according to said deliverable advertisement's advertising campaign details minus a percentage of advertisements actually delivered to the required number of advertisements that must be delivered according to said deliverable advertisement's advertising campaign details; and

a denominator consisting of a number of days equal to the length of said contract minus the number of days since said campaign start date;

wherein deliverable advertisements having a higher ratio are delivered before deliverable advertisements having a lower ratio;

wherein the advertising subsystem is further configured for delivering advertisements via said mobile device user interface based on said ordering; and

whereby transactions are executed without the user pressing a button, clicking a mouse, or any other manual input to a computing device.